

| Supporting Features | Customer Benefits |
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| PDA users are presented with supplier logo | Greater market visibility with display supplier logo |
| Supports global medical market place | Promotes global presence of supplier in all areas of medical product purchasing |
| Supports Measuring System; i.e. 3 rd party functionally | Ensures accurate sizing and variations of product Efficient use reduces waste of products due to incorrect product sizes Provision for calculation and storage of custom algorithms |
| Backup and restore users' settings | Quickly restores user to working status Handheld can easily be personalized for any user |
| Provides product description, techniques and uses, drawings and dimensions, codes and sizes, and pictures and videos | Provides the customer with accurate information needed to select the proper products to meet the patient needs |
| Ability to send high resolution literature and brochures via email, fax and print | A more efficient and powerful multi-media presentation to the customer prompts quicker response time |
| Processes automated email and fax transmissions | The efficient sharing of information saves the customer and sales representative valuable time |
| Provides a messaging marquee | Daily updates from the home office can be sent to all system users A rapid tool to send out a unified message to all users, or a select group of users |
| Provides print capability | Completes the customer service cycle Customers receive a printed confirmation at point of delivery |
| Allows real time product availability, fee and product ordering information | Improved customer relations by providing instant access to online information Locating product for shipment is simplified through use of a detailed product location report |
| Provides an automated one-stop-shop: order, ship, bill, replenishment of product | Improved time management |
| Manage and track inventory with use of inquiries, lists and reconciliation tools | Promotes quicker response time between supplier and the client. Reduction in inventory handling related costs Provides tighter control of assets |
| Provides automated inventory controls | Increased and thorough invoicing of distributor products Quicker response time to supplier in reporting of inventory movements |
| Allows flexible data synchronization of supplier home office with the handheld user | Ensures valid and timely information is shared and transmitted between home office and PDA user. |
| Provides helpful audit trails of product movement | Ensures accuracy of suppliers product distribution |
| Creates linkage of product to patient ID record | Improves the tracking of product implants A timesaving feature for the customer Product assignment is more likely to occur because of automated processing, which includes secure data transmissions to supplier |
| Complies with HPPA and JCO | Full reporting of product and patient assignment through secure data transmissions |
| Provides wireless connectivity | Allows for the transmission of data via a wireless device and/or a modem to supplier |
| Implements fast and simple bar code scanning | Product misrepresentation is virtually eliminated Reduction of data entry error |
| Equipped with an attachable camera | Ability to store and send digital pictures and e-forms electronically to supplier |